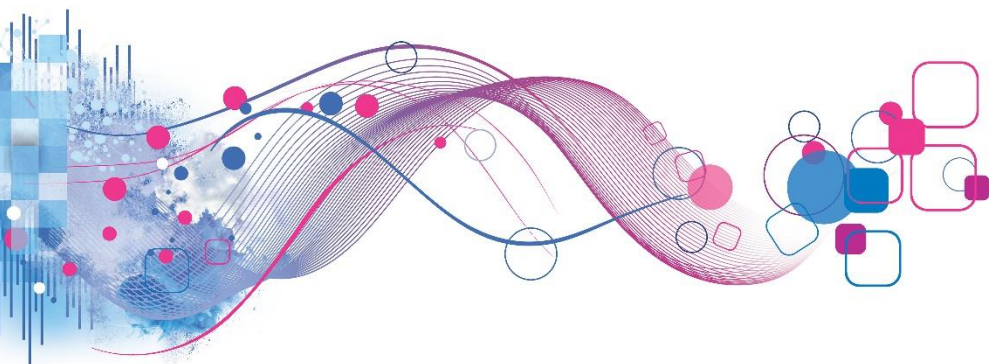




Mosaic[®] USA

Type B10 Description



Type B10: Cosmopolitan Achievers

Affluent middle-aged couples and families enjoying dynamic lifestyles in metro areas



Cosmopolitan Achievers contain middle-aged, married, dual income couples and families with older children living in the sprawl of the largest Western cities. With a high concentration of multigenerational households, this segment has found American-style prosperity. Some Cosmopolitan Achievers speak their ethnic language at home. The adults have college degrees, white-collar jobs and mostly six-figure incomes. They typically own older houses valued at more than \$450,000 in pricey neighborhoods. Some are new to these neighborhoods and some have lived there for more than a decade.

Cosmopolitan Achievers lead active and upscale lifestyles. They enjoy going to the theater, movies and concerts. Many have amassed diverse portfolios of stocks, bonds, and mutual funds. They are health-food consumers and pay attention to their fitness routines to maintain healthy lifestyles. Among their favorite activities are tennis, running, basketball and yoga, and they work out in home gyms and fitness clubs. They like to maintain a youthful appearance.

They tend to buy high-quality designer fashion from high-end stores. They're fond of dining at restaurants but are not fast food consumers. They drive imported cars—especially luxury sedans and hybrid cars—in part because they maintain that foreign-made cars have more cachet than domestic models.

Cosmopolitan Achievers are above-average consumers of most media, and they are especially interested in getting the latest news and information. They're fond of newspapers and magazines that cover business and fashion. Their favorite TV shows include reality shows and movies although they watch less TV than the general population. When it comes to research, they mostly look to the internet. They go online for medical information, stock quotes and product reviews. They like to shop online but are more interested in using the internet to become smarter about their finances.

Cosmopolitan Achievers are interested in other cultures and international events. Politically, they describe themselves as progressive liberals who support recycling and reducing greenhouse gases. They have high rates for contributing money to health and education groups. On Election Day, they tend to vote Democratic.

Not surprisingly, messaging that portrays a "Buy American" image will not entice this market to buy into a brand. Instead, use fashion-forward messages that tell Cosmopolitan Achievers that wearing or using your brand is what trend-setters do. Many in this segment are cutting-edge status seekers and just as many are motivated by incentives to try the products.

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